

**Amendments To The Specification**

Page 5, second complete paragraph, REPLACE, as follows:

The network may also be formed as a digital wireless wide area network (WAN), based on architectures such as Global System for Mobile Communication (GSM), IS-136 TDMA-based Digital Advanced Mobile Phone Services (DAMPS), Personal Digital Cellular (PDC), IS-95 CDMA-based "cdmaOne" System, General Packet Radio Service (GPRS) and broadband wireless architecture such as W-CDMA and Broadband GPRS. ~~Another~~ Another alternative includes Digital Video Broadcasting, such as DVB-T. DVB-T is related to DVB-C (cable) and DVB-S (satellite), and is the terrestrial variant of the DVB standard and is a wireless point-to-multipoint data delivery mechanism developed for digital TV broadcasting and based on the MPEG-2 transport stream for the transmission of video and synchronized audio. DVB has the capability of efficiently transmitting large amounts of data over a radio channel to high number of users at a lower cost when compared to data transmission through mobile telecommunication networks using systems such as UMTS/GPRS.

Page 7, second complete paragraph that continues to page 8, REPLACE, as follows:

Another embodiment of the present invention is shown in Figure 3A. Location data 301 and the date and time 302 are transmitted to multimedia apparatus 303, and is sent to mobile portion or unit 304. The location data 301 and the date and time 302 may be generated from external sources (such as a GPS unit), or may be integrated as a single unit into apparatus 303, with internal location and date/time protocols. Camera 305, or other multimedia audio/visual (A/V) device, initiates the creation of a multimedia file (e.g., video, audio, etc.) that is subsequently transmitted to media generation portion 306 of apparatus 303. Media generation portion 306 algorithmically processes the data into a digital media format, such as JPEG, WAV, AVI, MPEG or other similar formats. At the same time the digital media is being formatted, mobile unit 304 prepares location data 301, date and time data 302, as well as IMEI, IMSI, Memory Card ID or other similar identification information to be encoded to media generation portion 306. A user private key 308 may also be transmitted and encoded to the media for additional encryption protection. An encrypting algorithm 309 utilizes the data from media generation portion 306 and then utilizes location data 301, date and time data 302, as well as

identification information such as e.g. the IMEI and IMSI information to encrypt all the data collected in the media generation portion 306. Algorithm 309 may include a “hash” algorithm that is offered by the CCC. Once encrypted, the protected media file 307 is then sent to CCC 310, where it will be stored and subsequently transferred to a requesting retail site 312. CCC 310 may also contain user public keys 313 to decode any users keys 308 that are transmitted with the file.